

Message Text

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COM/USTS/WHTOLSON, BY PHONE

EUR/RPE:RBRESLER

EUR/WE:BMCKINLEY

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R 121631Z AUG 76

FM SECSTATE WASHDC

TO AMEMBASSY ROME

INFO AMCONSUL MILAN

AMEMBASSY PARIS

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E.O11652: N/A

TAGS: BEXP IT, FR

SUBJECT:FY 1977 COUNTRY COMMERCIAL PROGRAM: CAMPAIGN NO. 8

1. REFERENCE IS MADE TO POST'S DECISION TO TERMINATE CAMPAIGN NO. 8 IN THE FOURTH QUARTER OF FY 1977. DURING WCAG MEETING JULY 30 TO REVIEW FY 1977 CCP FOR ITALY, USTS REPRESENTATIVE ADVISED THAT THE CONGRESS HAS JUST INCREASED THE USTS APPROPRIATION FOR FY 1977 FOR THE PURPOSE OF EXPANDING TRAVEL PROMOTION ACTIVITIES IN EUROPEAN MARKETS. ITALY IS ONE OF FIVE EUROPEAN COUNTRIES FOR WHICH USTS NEW PROMOTIONAL SUPPORT IS PLANNED. USTS' SPECIAL MARKETS REPRESENTATIVE BASED IN PARIS PLANS TO VISIT ROME IN FIRST QUARTER OF FY 1977 TO DISCUSS THIS DEVELOPMENT OF USTS FUNDED SUPPORT FOR CAMPAIGN NO. 8 AND REVIEW POSSIBILITIES CAMPAIGN FOR FULL FISCAL YEAR.

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2. HOWEVER, POST'S ROME 11291 HAS RAISED A CONCERN BY USTS

FOR FURTHER DEVELOPMENT OF TRAVEL TO THE USA FROM ITALY.
ADVICE REQUESTED OF SIGNIFICANCE OF STATEMENT THAT MEETINGS
WITH TOUR WHOLESALERS WERE POSTPONED BECAUSE OF ITALIAN
FOREIGN EXCHANGE RESTRICTIONS AND POLITICAL CRISIS. IS
THE VISIT USA CAMPAIGN SERIOUSLY AFFECTED BY THESE RESTRIC-
TIONS AND WILL THE PROBLEM CONTINUE DURING FY 1977? YOUR
EARLY ADVICE WOULD BE APPRECIATED. KISSINGER

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